The Apple III Personal Computer System
For The Professional

The Quickest
Things In
The World

Ideas. They're born in an instant. And, even after riding a long way on great intentions, they can die just as suddenly — without their own source of momentum.

Most managers, professionals, and entrepreneurs know that what keeps ideas in motion, what finally makes them happen, is sheer determination applied with the proper tools. In today's business world, the most powerful and the most versatile tool at your disposal is the Apple *III* Personal Computer System.

Decisions. They're made in a snap. But the most informed — the most successful — are often based on information that required man-years to collect. The trick is to synthesize all that information quickly.

The Apple *III* helps you do this. It's designed to meet the information handling of decision makers at all levels, in every kind and size of company. And it can be expanded in a variety of ways so that, as your responsibilities increase, your ability to handle them stays one step ahead.

Opportunities. They appear without warning — and disappear during a moment's hesitation. How do you evaluate them fast enough to know which ones are worth taking?

With the Apple *III*. Whether you're looking at sales projections, commodity trendlines, or complex bid specifications, the Apple *III* allows you to organize and analyze information that can mean the difference between a blunder and a brilliant play.

Apple III . . . Your Key To Performance In A Fast-Moving World

Some business functions never change. Only our ways of doing them get better.

Decision makers and professionals in every field will always need to plan budgets, generate reports, make projections, and handle dozens of other tasks. The Apple *III* helps you accomplish your goals — faster, more accurately, and with more useful results — whether you're a:

□ **Manager** — looking for a better way than paper, pencil, and calculator to create sales forecasts and departmental budgets;

□ **Professional** — who wants a tool versatile enough to help him reach and keep track of clients, produce written documents, and generate charts or graphs;

□ **Entrepreneur** — whose business requires fast, accurate information to insure success;

□ **Programmer** — in need of a powerful software development system, with advanced language and mass storage capabilities;

□ **Administrator** — whose job depends on accurately keeping and using records, and efficiently scheduling resources.
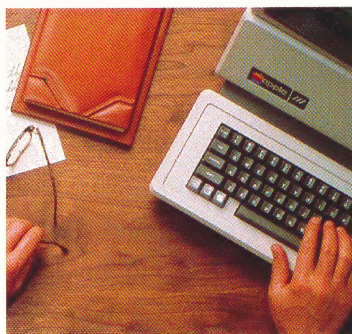
When people think of personal computers, they think of Apple.

Professional computers used to be bulky, expensive, and difficult to operate. Many still are. But the Apple *III* is a professional computer with an important difference: it's designed for personal use.

"Personal computer" isn't just another way to say small computer — but it's true that the Apple *III* system *is* compact enough to sit on your desk and still leave room for papers, elbows, and other things that need space while you're working. By personal we don't just mean *possession,* either — though once you see the effect an Apple *III* has on your own productivity, you may rule out sharing it with anybody.

When we say personal — and we ought to know, since we popularized the phrase — we mean a computer so simple to operate that you don't need anyone to show you how to use it. We mean a computer you don't have to wait your turn for (or spend half your budget on), because it's always available and ready to be used, one-on-one.

The Apple III keeps pace with your professional growth.

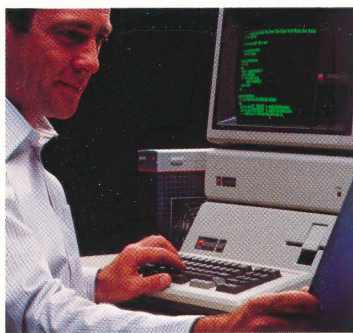Because the Apple *III* is the personal computer for professionals, it can expand to meet your needs as they develop.

The Apple *III* is designed with growth in mind. You just plug the most common accessories (such as monitors, printers, and up to three Disk *III* drives) right into the back, without having to open the Apple *III*.

As your needs grow, the Apple *III*'s internal memory can grow, too, from 128K bytes to 256K bytes — without using any of the Apple *III*'s four internal expansion slots. The slots let you quickly and easily add interface cards for mass storage (with ProFile,™ Apple's 5-megabyte hard disk), communications, plotters, test equipment control, and many other types of applications.

Also, Apple as a company offers a wide variety of hardware and software products for the Apple *III*. Disk storage systems, printers, and software for word processing, graphics, modeling, and communications are all available today. As your professional computing needs become more sophisticated, the Apple *III* has the essential tools to keep you moving ahead.

In addition, over 300 companies produce and distribute Apple-compatible products — the largest support industry of any personal computer manufacturer — and you'll capitalize on this strength with the Apple *III*. You can even run most Apple *II* programs on an Apple *III,* thanks to a built-in Emulation Mode. This kind of support and upward compatibility means true security for your investment, now and in the future.

Apple III . . . A Fully Integrated Computer System

Designed from the start with the professional in mind, the Apple *III* provides many features to increase your personal efficiency.

The compact design fits conveniently on top of your desk. There are no complicated installation procedures to follow. Simply plug the Apple *III* into a standard electrical outlet and you're ready to start using it.

A built-in disk drive and controller lets you conveniently run programs and store financial models, text, and other information on space-saving diskettes. The Apple *III* also lets you add up to three additional Disk *III* disk drives without purchasing additional peripheral cards.

The human-engineered keyboard emphasizes comfort and convenience. Features include sculptured keys for greater speed and accuracy, a 13-key numeric keypad for fast entry of numerical data, and automatic repeat on every key. Several special function keys and four directional arrow keys simplify program control and movement through text.

A high-resolution video display (560 x 192 dots) displays up to 80 characters (upper and lower case) by 24 lines of text. In addition, a wide variety of character fonts (including inverse video) are available. These features make it easy to create and edit letters, reports, graphs and financial models.

The large internal memory can handle over 131,000 characters (128K bytes) of information, more than enough to develop and update large forecasting models, long documents, and a host of other applications important in today's business and professional environment. For still larger tasks, you can increase the Apple *III's* memory to handle over 262,000 characters (256K bytes) of information. And because you can do this without the use of expansion slots, you won't sacrifice any of the system's ability to handle special hardware for special applications.

Two built-in ports on the back of the Apple *III* allow you to attach a number of accessories *without* buying extra control cards. A "serial" port allows you to attach a letter-quality printer, another computer, or a modem for data communications by telephone. A Silentype Interface provides direct connection for your Apple *III* Silentype draft-quality printer.
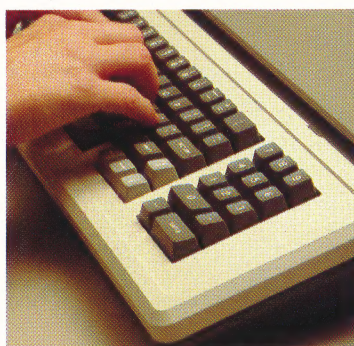
Easy system growth is accomplished using four expansion slots inside the Apple *III*. These slots allow you to install a wide variety of accessory products in just minutes. Combined with the Apple *III's* other expansion capabilities — larger expandable memory, up to three additional floppy disk drives, and the ProFile™ Personal Mass Storage System — the Apple *III* is extremely flexible in its ability to grow with your needs.

An advanced control program, called the Apple *III* Sophisticated Operating System (SOS™),serves as a flexible, powerful foundation for applications and language systems on the Apple *III*. SOS takes care of all internal "housekeeping functions," such as knowing which disk drive contains the file you are using. SOS's convenient "information clustering" feature allows you to store files in a hierarchical structure, making it easier to find and retrieve them. This feature is especially useful for mass storage devices such as ProFile, where hundreds of files may be categorized, stored, and referenced in a simple manner. SOS also makes it easier to add accessories such as printers and plotters, too, thanks to a menu-driven system configuration program that lets you name devices and access them directly. You can focus your whole attention on word processing, problem-solving, or programming, and leave the details of running the Apple *III* and its accessories to SOS.

A comprehensive, 90-day limited warranty covers all Apple products. After that, Apple's Extended Limited Warranty is available to cover your Apple *III* in renewable yearly increments. The Extended Limited Warranty not only covers the initial system, but also the Silentype printer, and any Disk *IIIs* or Apple interface cards you purchase during the year. (A separate, low-cost, limited warranty is available for ProFile.)

Apple III . . . For Professional Applications

Financial modeling, business graphics, word processing — Apple III can assist you on a day-to-day basis in these and other application areas. A complete, powerful computer system, the Apple III increases your productivity in formulating and communicating decisions, creating and distributing memos and documents, and performing numerous other business functions.

VisiCalc™ III — A Powerful Modeling and Forecasting Tool

Created specially for the Apple III, VisiCalc III lets you design, edit, and display an electronic worksheet 63 columns by 254 rows in size, which can be used for working with words, numbers, or formulas. Built-in functions such as Sum, Average, and Net Present Value simplify operation and allow you to concentrate on decision-making.

VisiCalc III is remarkably easy to use, and acts as a natural extension of your own thinking process. It's especially valuable for tackling "What If?" questions. As you modify information in your model to reflect different alternatives, VisiCalc III calculates and displays the results instantly.

Accountants use VisiCalc III to structure and prepare financial statements. Sales managers use it to develop forecasts. And administrators use it to plan budgets and allocate resources. It makes decision analysis simpler whenever you can organize information into row-and-column format and test various alternatives.
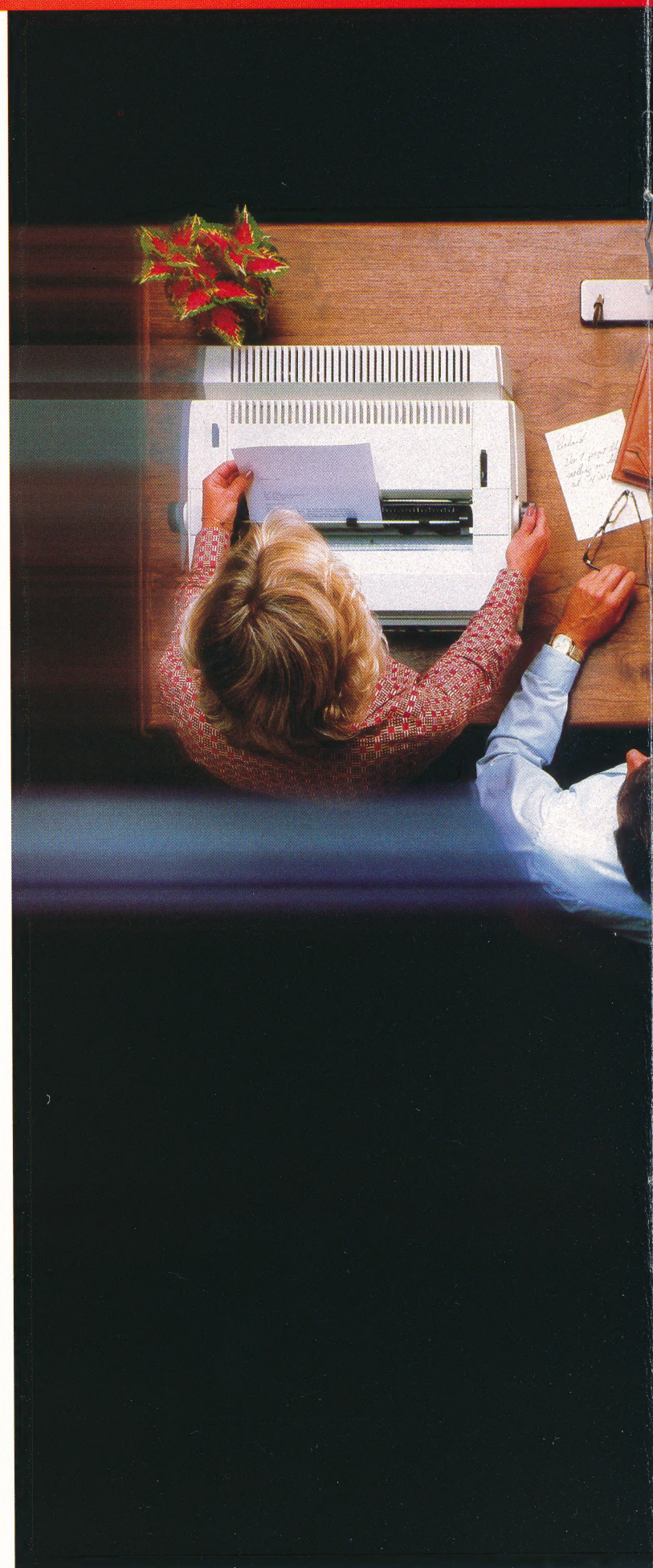
Apple Business Graphics — Graphs and Charts That Tell the Whole Story

Graphs are often essential for understanding and communicating numerical data. Apple III Business Graphics makes generating and printing them easy.

Designed to work directly with VisiCalc III, Apple III Business Graphics lets you combine and plot information stored in one or more VisiCalc (or other) files, without having to re-enter data. More than 70 easy-to-learn commands, which can be reviewed from the program's convenient HELP screens, let you create, modify, and print:

☐ automatically scaled and numbered line, bar, and pie charts from numerical data;
☐ exponential, parabolic, and sinusoidal plots;
☐ best-fit curves;
☐ sums, differences, and multiples of existing graphs.

Apple III Business Graphics also lets you store, retrieve, and print any graph by means of a few keystrokes. The program produces graphs on the monitor screen, on a printer, or on a plotter, to meet your particular needs.

Apple Writer III™ — The Latest Word in Word Processing

Apple Writer III simplifies creating, editing, and printing any kind of document, from simple memos to form letters or lengthy articles and reports.

Apple Writer III has several special features that help eliminate redundant typing when generating large documents. Easy-to-use commands let you insert or delete words, sentences, paragraphs, or large blocks of text instantly. With Apple Writer III you can also move this text within a document or between documents. In addition, "Glossary" files allow you to store vocabularies of frequently-used words or phrases, which can be inserted into text with just three keystrokes.

Apple Writer III is also designed to work with other Apple III products. For example, you can insert VisiCalc III models in the middle of reports to present tabular information or to simplify complex explanations. You can also use Apple Writer III with Mail List Manager to create form letters with a personalized touch.

Apple Writer III has a unique Word Processing Language, WPL. You can automate frequently performed word processing tasks with WPL, by combining all of the manual keystrokes into a single program. And WPL lets you generate forms — such as memos, invoices, and notices — that effectively customize your use of Apple Writer III and simplify your document processing tasks.
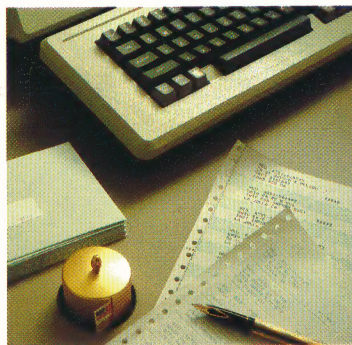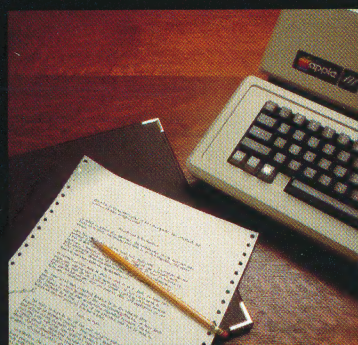
Mail List Manager™ — The Quick Way to Handle Labels and Lists

Put cost-effective direct mail benefits at your fingertips with Apple's Mail List Manager. A highly flexible new product for the Apple III, it allows you to maintain names, addresses, phone numbers, and classified information on your customers or clients.

You can create, maintain, and print mailing label files up to 960 entries long. (Larger lists may be maintained by segmenting them into files of 960 labels each.) And these labels may be in any format appropriate to your needs. When retrieving information you can search by name, ZIP code, or even by *approximate* name (which is useful when you don't know the exact spelling).

Printing with Mail List Manager is very flexible, too. Mailing, phone, and other kinds of lists can be printed in their entirety or in part. When printing labels, you can use any size and type of label on the market, or your own custom labels.

Whether you want to mail a form letter to a list of people, or a brochure to certain businesses within a selected ZIP code area, Mail List Manager handles the task quickly and efficiently.
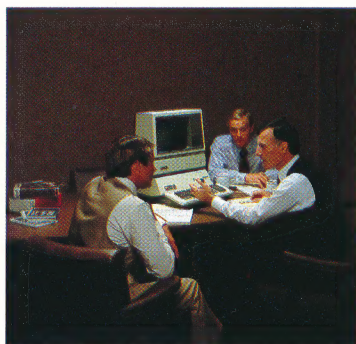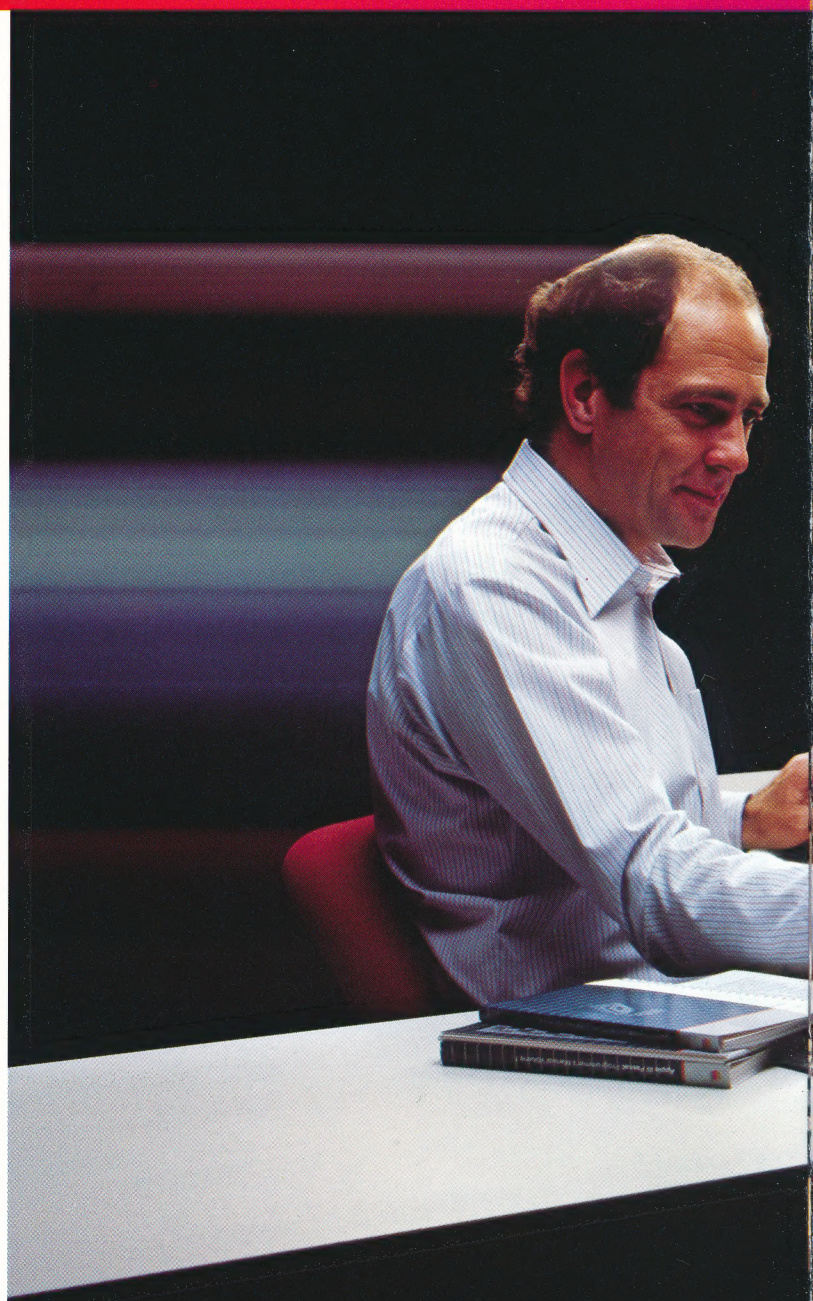
Apple III ... For Communications

Access III™ —The Smart Approach To Communications

The Apple *III* personal computer system can also double as a smart terminal, with Access *III*. The product allows the Apple *III* to send or receive information or act as a smart terminal in a central timesharing system.

Access *III* uses the Apple's built-in serial (RS232) port to transmit information to and from another Apple *III* or a central computing system. This information can then be displayed on your monitor screen, printed, or stored on a disk file — capabilities you'll find convenient when including centralized data in reports or developing programs for larger computer systems.

In addition, Access *III's* terminal emulation mode lets you use the Apple as a terminal for any system that supports asynchronous communications. With timesharing systems you'll reduce on-line charges and save money, because the Apple *III* allows you to develop programs or text files locally.

Apple III...
For Program
Development

Speaking the
Language of Business

You don't need to be a professional programmer to learn programming on an Apple *III* — but programmers will enjoy many of its convenient features.

Apple Business BASIC is a powerful computer language that lets you use commands similar to ordinary English. Business BASIC takes full advantage of the Apple *III's* large memory workspace, advanced file handling capabilities, and wide range of output formats and instruction statements, all of which make it one of the most powerful BASICs available.

Application
Development
With Pascal

Apple *III* Pascal creates a powerful application development environment. This includes provisions for complete text processing, file maintenance, and program compilation.
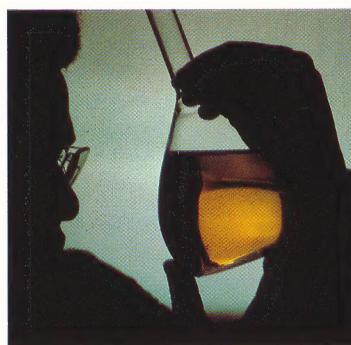
Apple *III* Pascal is an adaptation and improvement of UCSD Pascal, the microcomputer industry standard. Because it offers a compiled language, you can execute programs quickly in minimal space. In addition, the discipline imposed by the Pascal language can significantly increase programmer productivity.

Upward-compatible and consistent with Apple *II* Pascal, the Apple *III* implementation offers significant advantages in performance, memory, and features. Apple *III* Pascal is the language of choice for application programs used by businesses, the scientific community, and higher education.

32-Bit Floating-Point
Arithmetic

Recently, the Institute of Electrical and Electronics Engineers (IEEE) proposed a Standard for Floating-Point Arithmetic which specifies accuracy, internal formats, rounding modes, and special treatment of exceptions (such as overflow, underflow, and division by zero). The Standard provides an environment that facilitates the development of high-quality numerical software.

The Apple *III* Pascal System offers 32-bit floating-point operations which conform to this new IEEE Standard. That's just another reason why the Apple *III* is a truly *professional,* personal computer system.

Apple III — Adding To Your Capabilities

ProFile™: the New, Personal Mass Storage System for the Apple III

Extend the capabilities and power of the Apple III with Apple's new, ProFile Personal Mass Storage System. Its environmentally sealed hard disk lets you store and retrieve nearly 5 million characters of information (the equivalent of about 35 diskettes). That means you can keep many small files or several large ones on line at the same time, without having to change diskettes.

ProFile lets you retrieve information more quickly, too. It's much faster than a conventional floppy disk drive.

ProFile is ideal for...

Financial Modeling. ProFile can store all your VisiCalc III or other financial modeling files, and access them within seconds. Coupled with the Apple III's huge 256K memory option, it gives you plenty of room to expand your modeling capabilities.
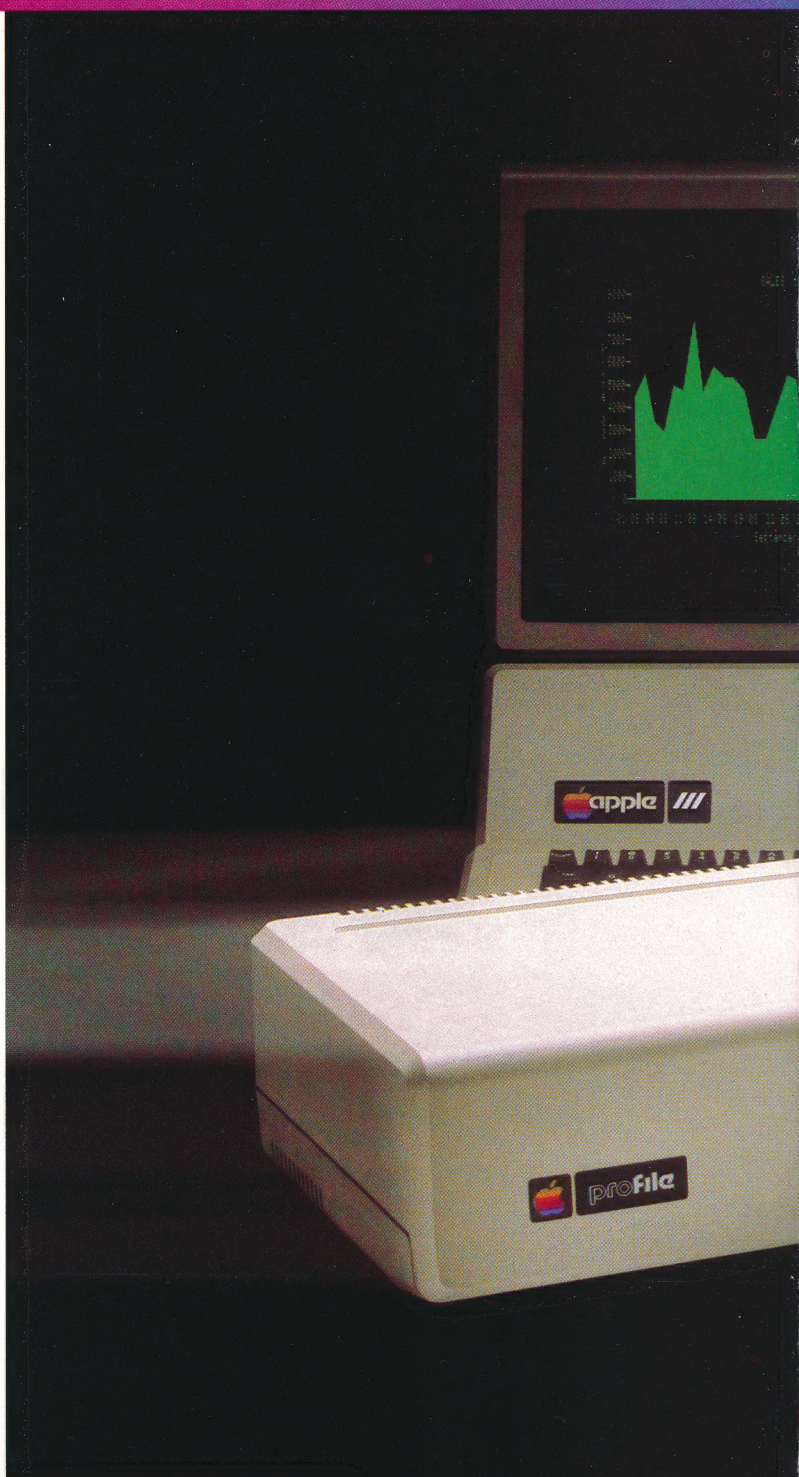
Forecasting and Budgeting. ProFile helps you make better decisions, because it lets you draw on multiple information sources quickly when generating answers to questions about pricing, market share, profits, and other variables.
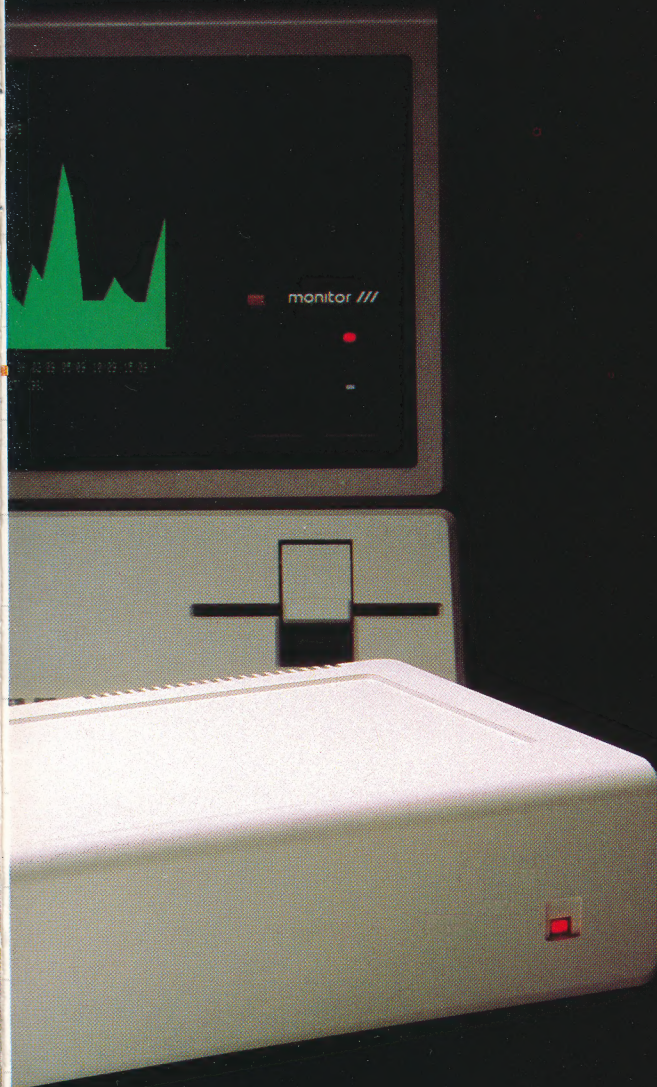
Software Development. When developing Apple III software in either Pascal or Business BASIC, ProFile lets you keep all successive versions of both source and object code on the same disk. Pascal programmers will find ProFile especially valuable, because it permits quick access to the various files needed for a typical Pascal program.

Graphics. ProFile and Apple III Business Graphics allows you to create large, highly sophisticated graphics programs. And ProFile's access speed produces finished graphic displays and plots many times faster than conventional floppy disk drives.

Word Processing. ProFile lets you quickly store more than 1,200 pages of single-spaced, typed text. In addition, text and mailing lists can be stored on a single drive to simplify generating form letters.

Mailing Lists. ProFile allows you to store and quickly access, from a single disk, multiple mailing files of names and addresses, up to 960 records for each list, which have been created with Mail List Manager. And when you segment larger lists into files of 960 labels each, you can use ProFile to maintain and print them efficiently from a single storage device.

Disk III — Economical Add-On Storage

The Apple *III* comes with a built-in disk drive for storing 143,000 characters (140K bytes) of information (over 40 typed, single-spaced pages) on an inexpensive, removable diskette. You can add up to three Disk *IIIs* to your system *without* the need for additional interface cards or control software.

Universal Parallel Interface Card

The Universal Parallel Interface Card, which plugs into one of the four internal expansion slots, greatly extends the capabilities of the Apple *III* by permitting you to connect the system to a wide variety of high-speed printers, plotters, and industrial or laboratory equipment. The Parallel Interface Card also allows high-speed transfer of data between the Apple *III* and other computers or remote terminals.

Silentype™ — Apple's Quiet Thermal Printer

Silentype is ideal for draft-quality text and charts. It's quiet, very economical, and compact. Installation couldn't be simpler, because it plugs directly into its own special socket on the back of the Apple *III*.

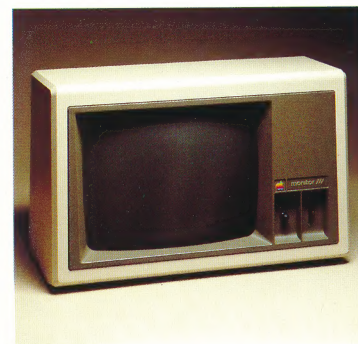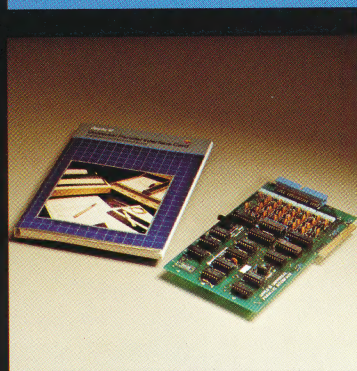## High-Speed, Letter-Quality Printer

Apple offers a high-speed, "daisy wheel" printer for generating professional looking, letter-quality text. The printer comes with a choice of type fonts and plugs directly into the back of the Apple *III*.

High-Resolution Monitor III

Styled to complement the professional design of the Apple *III*, Monitor *III* displays crisp graphics with a resolution of 560 by 192, and provides up to 80 characters by 24 lines of highly readable text. It offers sharp focus over the entire screen, even in the corners, and the non-glare screen is easy on the eyes.

For further information, ask the expert: your local, authorized Apple dealer.

Apple has a worldwide network of more than 2000 dealers — which means there's probably one near you. Your full support dealer can evaluate your needs, recommend appropriate solutions, and provide after-sale support, such as training, installation, and a variety of carry-in or on-site maintenance programs. See your dealer today for a personal demonstration, or if you have questions about the Apple *III* that this brochure didn't answer.

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